



CITY OF WILLIAMSBURG

MEMORANDUM

TO: Planning Commission

DATE: January 21, 2005

SUBJECT: Comprehensive Plan Commercial Issues

Now that our initial "Community Conversation" forums have been completed, it is time to try to reach a consensus on some of the major issues that have been raised. This will allow staff to begin drafting chapters on these areas for the Comprehensive Plan update. This memo addresses commercial (and related residential) issues.

CENTER CITY COMMERCIAL, OFFICE AND MIXED USE AREAS

1. **Richmond Road between Brooks Street and Williamsburg Shopping Center** – now designated Mixed Use land use on south side of Richmond Road from Brooks Street to Williamsburg Shopping Center, and Office land use on north side from Brooks Street to Westover Avenue.

Choices:

- a. Continue the present land use scheme, which calls for a more limited Mixed Use area on the south side of Richmond Road from Brooks Street to Williamsburg Shopping Center; and leave Office land use on the north side from Brooks to Westover.
- b. Create a unified Mixed Use land use area on both sides of Richmond Road from Brooks Street to Matoaka Court on the south side, and the Brooks Street to Bacon Avenue on the north side (and including lots on the east side of Bacon Avenue and the west side of Westover Avenue. This would be more limited than the existing B-3 and more flexible than the existing LBR, and would be similar in intent to the LB-1 District in the City Square area. More intensive uses could require a special use permit. An example: permitted uses by right – single family, duplex, banks, bake shops, convenience stores without gasoline sales, hotels/motels/timeshares with 10 or less rooms, museums/art galleries, offices, restaurants without drive-thru windows, retail stores; special use permit uses – multifamily dwellings, hotels/motels/timeshares with more than 10 rooms, specific types of retail stores in larger buildings. The following uses are not included in this proposal, but are permitted in the current B-3 District by right or with a special use permit – automobile sales; funeral homes, plant nurseries; printing and photocopying shops; service stations; theaters; billiard and pool rooms; bowling alleys; carwashes; contractor's establishments; fortunetellers; miniature golf courses; ministorage warehouses; nursing homes; warehouses.

- c. Residential component: Currently, the B-3 District allows condominiums at 14 units/net acre, provided that they occupy no more than 50% of an individual building. The LBR District allows 8 units/net acre, with single family and duplex allowed by right, and multifamily and townhouses allowed with a special use permit. If this area were changed to a new unified Mixed Use land use category, 8 units/net acre could be the base density, with an ability to increase to 14 units/acre with a special use permit. There is a potential for 35 dwelling units at a density of 14 dwelling units/net acre.

Residential choices:

- i. Continue the present Mixed Use/Office land use scheme with the existing densities (14 units/net acre for the present B-3 area, and 8 units/net acre for the LBR area) – potential for 18 dwelling units.
- ii. Create a unified Mixed Use area, with a density of 14 units/net acre with a special use permit – potential for 35 dwelling units.

- 2. **Richmond Road Mixed Use area between Scotland Street and Armistead Avenue (includes Williamsburg Baptist and Williamsburg Presbyterian Churches)** – now designated Mixed Use. Consider changing to Downtown Commercial (implemented by B-1 District, which allows churches as a permitted use).

Choices:

- a. No change - leave as Mixed Use land use, now implemented by RDT zoning (LB-1 does not allow churches).
- b. Change to Downtown Commercial land use, implemented by B-1 zoning. B-1 allows churches by right (the present RDT requires a special use permit).

- 3. **Kinnamon Townhouse Area** – now designated Mixed Use. Consider changing to land use designation to Downtown Commercial (implemented by B-1 District). Kinnamon Townhouses would remain in a PUD zoning district, but the surrounding properties about Downtown Commercial land use. This would result in the zoning of these properties being changed from LB-1 to B-1.

Choices:

- a. No change - leave as Mixed Use land use, now implemented by LB-1.
- b. Change to Downtown Commercial land use, implemented by B-1 zoning.

4. **Merchants Square/Delly Area/Triangle Block** – now designated Downtown Commercial. Consider extending the Downtown Parking Area (which requires no additional parking for development/redevelopment) to cover the Delly area, making it easier to develop/redevelop College oriented businesses.

Choices:

- a. No change to the Downtown Parking area, requiring the area around the Dellys to meet the standard off-street parking requirements.
- b. Recommend extending the Downtown Parking area to include the Delly area, which will not require any additional off-street parking and thereby encourage commercial redevelopment.

COMMERCIAL CORRIDORS

1. **Richmond Road from Williamsburg Shopping Center to the Corporate Limits** – now designated General Business from Williamsburg Shopping Center to Bypass Road, and Corridor Commercial from Bypass Road to the Corporate Limits. Consider designating Richmond Road from the Williamsburg Shopping Center to the Corporate Limits as a unified Corridor Commercial land use. This would be implemented by the B-2 zoning district, which would need to be modified to allow printing and photocopying shops (Kinkos) and automobile service establishments (Goodyear – possibly with a special use permit). Setback regulations would need to be changed to allow 15 foot front yards between Williamsburg Shopping Center and Ironbound Road.

Choices:

- a. No change – leave as a combination of General Business and Corridor Commercial land use (and B-3 and B-2 zoning).
- b. Change to a consistent Corridor Commercial land use, implemented by B-2 zoning.

2. **Monticello Avenue from Richmond Road to Treyburn Drive** – now designated General Business from Richmond Road to the southern property lines of the Monticello and Williamsburg Shopping Centers, and zoned B-3 from Richmond Road to Mt. Vernon Avenue (except for the Williamsburg Community Hospital Heliport, which is zoned LB-4. Consider changing to Corridor Commercial land use to match the change recommended for Richmond Road. This would be implemented by B-2 zoning.

Choices:

- a. No change – leave as a General Commercial land use (B-3 zoning).
- b. Change to Corridor Commercial land use to be consistent with the change to Richmond Road, implemented by B-2 zoning.

3. **Mooretown Road** – now designated Corridor Commercial land use, and zoned B-2. This area is separated from the rest of the City by the CSX Railroad, and is adjacent to property in James City County (M-1 Limited Business/Industrial zoning) and York County (Limited Business/General Business zoning). Architectural Review is required for this area, but is not required for the adjoining properties. The present residential uses are nonconforming. Consider changing this area to General Commercial land use, implemented by B-3 zoning which would be more consistent with the surrounding James City County and York County zoning. This could allow more intensive uses like mini-storage warehouses, which would require a special use permit (nearby uses include a campground, two mini-storage warehouses, a brick yard, and a concrete plant). Consider removing the Corridor Protection designation and not requiring architectural review, which is the case with the adjoining county properties.

Choices:

- a. No change – leave as Corridor Commercial land use (and B-2 zoning), and in a Corridor Protection district.
 - b. Change to General Commercial land use (implemented by B-3 zoning), and eliminate the Corridor Protection designation.
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4. **Capitol Landing Road from Bypass Road to Merrimac Trail** – now designated Corridor Commercial land use, and zoned B-2 (except B-3 for DMV and the adjacent shopping center). The present land use category is appropriate for this corridor, as is the B-2 zoning (the DMV/shopping center area should be zoned B-2 to conform to the land use designation). Residential uses for this corridor are discussed in #8 below.

Choices:

- a. No changes are needed to the Corridor Commercial land use designation. The B-3 zoning at the DMV/shopping center should be changed to B-2.

5. **Second Street area** – now designated General Business, and zoned B-3 (except for the RM-2 zoning recently approved for the Parkway Drive Condominiums). The present land use category is appropriate for this area, as is the B-3 zoning. However, since this is the City's "automobile commercial" area, more intensive uses such as automobile sales and carwashes should be permitted uses instead of special use permit uses. Residential uses for this area are discussed in #8 below.

Choices:

- a. No changes are needed to the General Commercial land use designation, and the B-3 zoning district is appropriate. Changes to permitted use should be recommended to make more intensive uses such as automobile sales and carwashes permitted uses instead of special use permit uses.

6. **York Street** – now designated Corridor Commercial land use, and zoned B-2. The present land use category is appropriate for this corridor, as is the B-2 zoning.

Choices:

- a. No changes are needed to the Corridor Commercial land use designation, and the B-2 zoning is appropriate.

7. **Jamestown Road/Route 199 intersection** – now designated General Commercial land use on the northwest, southwest, and southeast corners, and Office land use on the northeast corner. The zoning is B-2, which implements Corridor Commercial instead of General Commercial land use, and LB-4. Based on the existing uses at this intersection, the General Commercial land use should be changed to Corridor Commercial, which is consistent with the existing B-2 zoning. The Office land use, and LB-4 zoning, is appropriate.

Choices:

- a. No change – leave as General Commercial and Office land use, but change the commercial zoning to the more intensive B-3 to correspond with the land use designation.
- b. Change the commercial land use designation to Corridor Commercial and leave the commercial zoning as B-2, and keep the Office land use designation and LB-4 zoning for the northeast corner.

8. **Residential Component of the Commercial Corridors** – the 1998 Comprehensive Plan recommended that “since the Housing chapter has identified problems with the concentration of high density multifamily dwellings in the City, multifamily dwellings should be deleted as a permitted use.” Based on this recommendation, the B-2 and B-3 Districts were changed to only allow multifamily dwellings that were condominiums, and which occupied not more than 50% of the floor area of an individual building. No new multifamily dwelling units have been built in B-2 and B-3 areas since this change was made in 1998. Requests for more flexibility for multifamily dwellings have been made for both the Capitol Land Road corridor and the Second Street area. This issue needs to be considered with the realization that the High Street and Riverside developments are proposing an additional 1,400 dwelling units, and that residential development in the B-2 and B-3 Districts would reduce the amount of land available for commercial use.

Choices:

- a. No change – leave the present condominium/no more than 50% floor area requirement in the B-2 and B-3 Districts. This will most likely result in no construction of multifamily dwellings in these districts.
- b. Allow multifamily dwellings at the present density of 14 units/net acre, occupying no more than 67% of the floor area of an individual building. This should be with a special use permit, and could allow a three story building with apartments or condominiums on the two upper floors. This would encourage more multifamily construction along the commercial corridors, but would preserve a commercial component for each lot developed as multifamily (a mixed use concept). This option would most likely be used on Capitol Landing Road and Penniman Road. There are limited possibilities along Richmond Road for multifamily dwellings, with the exception of vacant property behind Outback on Waltz Farm Drive.
- c. Allow multifamily dwellings and townhouses as a special use permit at the present density of 14 units/net acre. This could allow 100% of a B-2 or B-3 lot to be used for residential uses, with no commercial component. This option would also most likely be used on Capitol Landing Road and Penniman Road. There is also potential on Richmond Road for the vacant property behind Outback on Waltz Farm Drive.

Residential potential at 14 units/net acre – 590 dwelling units:

- a. Capitol Landing Road – 200 dwelling units
- b. Second Street area – 260 dwelling units
- c. Richmond Road (Waltz Farm Drive behind Outback and beside Patriot Condos) – 110 dwelling units
- d. Mill Neck Road (behind CVS at Jamestown Road/Route 199 intersection) – 20 dwelling units



Reed T. Nester, AICP
Planning Director